



**TOWN OF
CAPE CHARLES**

Formal Adoption of CAPE Values

DATE
February 19, 2026

SUBJECT/PROPOSAL/REQUEST: Presentation on CAPE Values Framework and Requesting Council Adoption

ITEM NUMBER:
9E

ATTACHMENTS: Resolution to adopt CAPE Values Framework

FOR COUNCIL:
Action: X
Information:

STAFF CONTACT (s):
Rick Keuroglan, Town Manager

REVIEWED BY:
Rick Keuroglan, Town Manager

Purpose:

The purpose of this agenda item is to request Town Council consideration and adoption of the **CAPE Values framework** to guide how Town staff lead, serve, and carry out the work of local government.

Background history:

As the Town continues to advance strategic planning efforts and respond to community feedback emphasizing trust, communication, and professionalism, staff has worked to identify a clear and memorable set of organizational values that reflect the character of Cape Charles and support consistent service delivery.

Through internal discussion and leadership review, CAPE emerged as the values framework that best captures how the Town already operates at its best and how residents and visitors should experience Town government.

CAPE is designed to be practical, place-based, and applicable across all departments. It does not replace existing policies or procedures, but instead provides a shared foundation for decision-making, service delivery, and internal culture.

CAPE Values:

CAPE represents the Town’s shared commitment to:

- **Community Engagement** – Listening before deciding and valuing community input
- **Accountability** – Following through on commitments and owning outcomes
- **Professionalism** – Acting with integrity, consistency, and respect
- **Excellence** – Striving for quality, stewardship, and continuous improvement

Together, these values reflect how the Town leads internally and how the public experiences Cape Charles government.

Implementation:

If adopted, CAPE will be implemented through:

- Integration into department operations and staff onboarding
- Use as a common language for decision-making and service delivery
- Alignment with performance expectations and internal communications
- Ongoing reinforcement through leadership practices and recognition

CAPE is intended to strengthen consistency across departments, support Council policy implementation, and reinforce public trust.

Staff Recommendation:

“Staff recommends that Town Council formally adopt the CAPE Values Framework as the organizational values of the Town of Cape Charles.” See Resolution that is prepared.